

Abstract of the Disclosure

The present invention provides a method and
5 apparatus for dynamically altering a portion of a digital
video image based upon a user profile. A source, such as
a network feed or video server, sends a digital video
image to a broadband network. The broadband network
includes a multicast router, a service node, and a
10 broadband access network. The multicast router receives
the digital video image and sends it to a video
processor. The video processor can be located in the
service node or in a subscriber terminal connected to the
broadband network. The video processor retrieves a
15 profile associated with a user. The profile includes
information pertaining to a desired characteristic
relating to the first user. The video processor
digitally alters a portion of the digital video image
with a replacement digital image based upon the desired
20 characteristic to produce a dynamically altered video
image.